



OFFICIAL PUBLICATION OF THE CANADIAN ASSOCIATION OF WOODEN MONEY COLLECTORS

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EDITOR: Ross Kingdon, 69 Dorchester Dr., Bramalea, Ontario, Canada, L6T 3E5.

"COMMUNICATE IT INK" Is Now "IDEAS UNLIMITED"

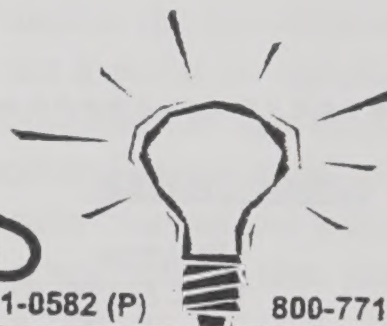
Many of us were wondering what had happened to David Neisen and 'Communicate It Ink' or 'Pajalad Mountain Enterprises'. The "Don't Take Any Wooden Nickels" article on pages *seven* and *eight* of this newsletter will explain all.

David Neisen

Formerly (Communicate It Ink Co.)

IDEAS UNLIMITED

PMB 505, 24165 IH-10 West, Suite #217, San Antonio, Texas 78257 ☎ 800-771-0582 (P) 800-771-0583 (F)



HAVE YOU ORDERED YOUR CHRISTMAS WOOD YET?

It's that time of year again and people should be seriously thinking about getting their orders in to wooden nickel manufacturers soon.

As your editor, I always like to show the Christmas wood issues from all of our members. Please send the wood(s) or a picture of the wood(s) along to me. Be sure to package them carefully and securely in order to have them arrive in one piece.

BUSINESS CARD IN WOOD:

CAWMC member **Albert Kasman** recently had his business card made as a wooden flat. It is shown here in actual size made from a dark maple wood. The card is uniface and printed in blue ink. As you can see, Albert is an avid collector of telephone cards as well as wooden nickels. I'm sure he'd appreciate receiving your old phone cards, if you have some.

ALBERT KASMAN
COLLECTOR OF
PHONE CARDS



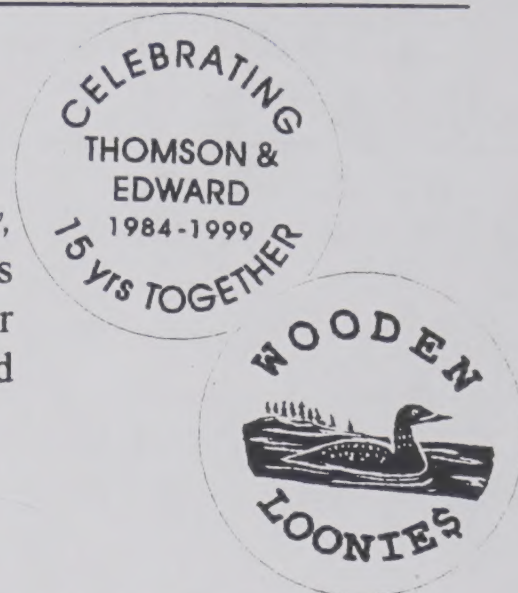
BOX 58022 R.P.O. 3089 DUFFERIN ST.
TORONTO, ONTARIO
M6A 3C8
E-MAIL kasman@accglobal.net

EDITOR ERROR - CORRECTION!

In last month's newsletter (Sept. 1999), on *page five*, I incorrectly indicated that CAWMC member Dave Gillespie's C.N.A. wood was 'blue - blue'. In actual fact it is "*black - red*". As you can see, I wasn't even close, was I?

NEW WOOD: (Thomson & Edward Wood)

CAWMC member *Edward MacPherson* from *Sydney, Nova Scotia* has issued the wood shown here. **Your editor** has some extra of these woods and will gladly send one to you for a SASE. The all printing side of the wood is silver in colour and the loon side is blue.

**CAWMC OFFICERS**

President: LOU VESH
 Vice President: EARL SALTERIO
 Secretary-Treasurer and Membership Chairman: AL MUNRO
 Past President and Chairman of the Board of Governors: PAT WHITE
 Elected Members of the Board of Governors: NORM BELSTEN, BOB BROWN, RUSSELL BROWN, WAYNE GILLCASH, DAVE GILLESPIE, DON ROBB.

APPOINTED OFFICERS

Editor: ROSS KINGDON
 Fund Raiser: LOU VESH
 Auction Coordinator: AL MUNRO

DUES: Membership dues in the Canadian Association of Wooden Money Collectors is:

Canadian Residents- \$10.00 Canadian funds

United States Residents- \$10.00 U.S. funds

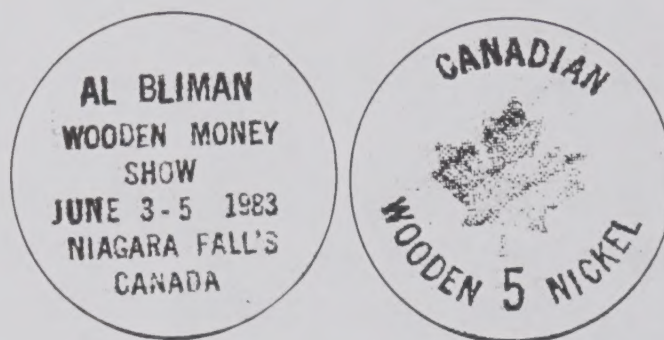
International Members Rate (outside Can. & U.S.)-

\$20.00 Canadian funds

Youth (16 years of age and under)- \$5.00

Dues paid to Mr. Al Munro Box 2643 Stn. 'M'

Calgary, Alberta, Canada T2P 3C1

FREE WOOD OF THE MONTH

The free wood for this month is a 1983 wood issued by the late *Al Bliman* for a wooden money show in Niagara Falls, Ontario. Enough woods for the entire membership were purchased when most of Al's collection was sold just prior to his death. The maple leaf is green in colour and all the printing is black. The wood is listed as 5565 - 025 in the Canadian wood listing.

MY WOODEN NICKEL'S WORTH.....by Lou Vesh

IT'S A NICE LOOKING WOOD, BUT IS IT OFFICIAL?

With reference to wooden nickels, the term "official" has a vastly different meaning in Canada than it has in the United States. In the U.S., "official" means a wood that has been issued by some level of government, Chamber of Commerce, or other "official" body. All wooden nickels outside this category are not considered to be official. That includes personal woods, i.e. Christmas greetings, announcements, congratulatory messages, convention attendance, etc., and also those issued by merchants, clubs, businesses, etc. The list goes on. These woods are not considered to be unofficial, they are simply not *official*. That is to say, the concern is whether or not a wood is "official" and is approached from the "*accept*" point of view.

In Canada, the term "official" is not generally used in the classification of a wooden nickel. To a Canadian, the concern is whether or not a wood is "*unofficial*". That is where the big distinction lies. To the average Canadian collector, any wood, regardless of how rough or unprofessional it may appear, is considered genuine and official if it was made and issued as intended. When a wood is issued bearing the name of a person, business, place, occasion, that was not ordered or consigned by that person, business, etc., it is "*unofficial*". Many thousands of such woods are out there, made by unscrupulous manufacturers, and sold as wooden nickels, (which they certainly are). These "unofficials" or "mavericks", as I believe they are labeled by the U.S. collectors, are a plague to the serious collector of wooden nickels. Their very existence is probably the main reason that I, personally, have not been able to arrive at a sound approach to collecting U.S. woods.

North of the border, if an individual saws up a few broomhandles and writes a Christmas greeting on each wooden "slug", dates it, signs his name, and passes them out to his friends, they are considered as collectible as if they were issued by any government agency. On the other hand, if a manufacturer were to issue a fine quality wooden nickel bearing the name of an individual *without* his authorization, that would be a kind of "counterfeit" and would definitely be classified as "*unofficial*". The concern here is whether or not the wood is "*unofficial*" and approached from the "*reject*" point of view.

Does this whole issue sound confusing? The foregoing comments are not meant to addle the reader but rather to air the disdain of one collector over the corruption of an otherwise pure hobby. Content is strictly *unofficial*!

(File: nworth48)

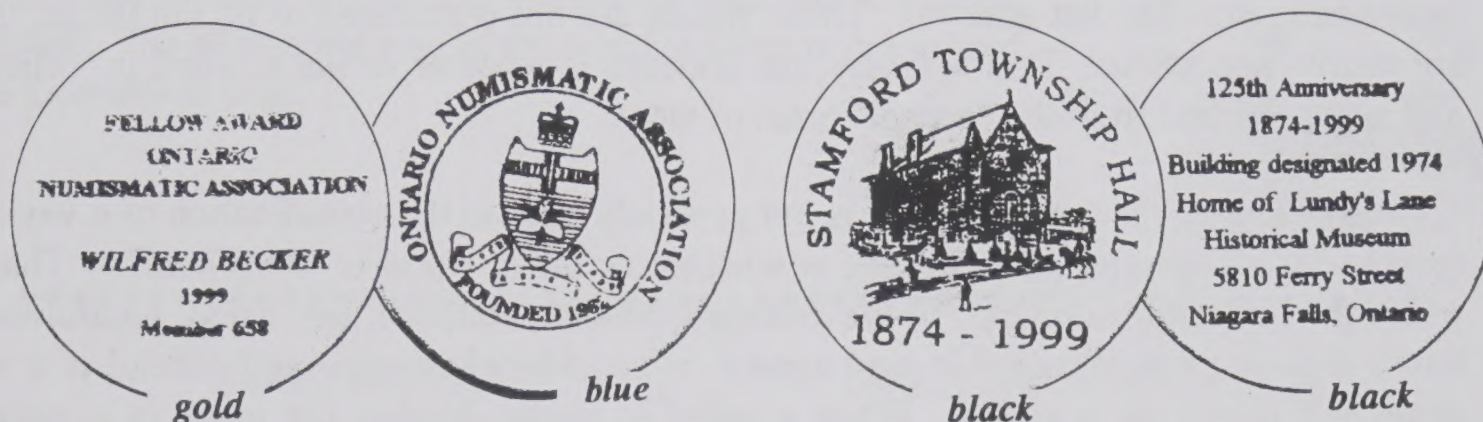
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SUBSCRIPTION SERIES SET # FOURTEEN FROM CANADA WIDE WOODS:

This set was released at the recent C.N.A. convention in July. As always, there are *twenty woods* in the set with all twenty being *1 1/2 inch or 1 3/4 inch rounds*. Only *two* of these woods have been shown in a previous newsletter. The two are listed here but not shown. The other *eighteen woods* are all shown here and on page five. You will notice that many of the woods in this series were struck to recognize the 125th anniversary of Mitchell, Ontario. The address for Canada Wide Woods is: General Delivery Gadshill, ON CAN N0K 1J0.

Woods Previously Shown:

1. Albert Kasman - C.N.A. 1999 - shown Sept 1999, page 5
2. Ron Zelk - C.N.A. 1999 - shown Sept. 1999, page 5



Reverse colour on left

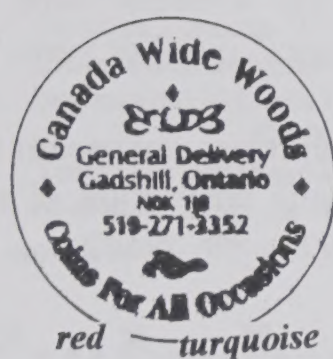
Obverse colour on right



Common Reverse



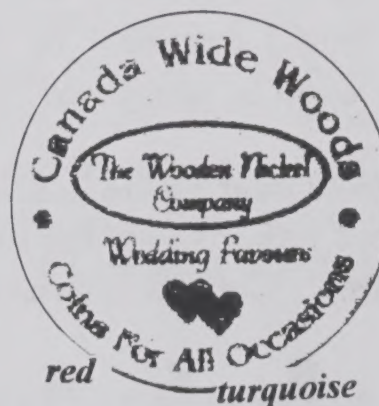
Common Reverse



red — turquoise



blue — black



red — turquoise



red — black

CANADA WIDE WOODS SUBSCRIPTION SERIES #14 *continued:**Reverse colour on left**Obverse colour on right**Common Reverse**Common Reverse**blue — purple**blue — red**red — purple**red — red**blue — red**blue — red**red — red**red — red**blue — orange**blue — green**red — orange**red — green*

PICTURE GUIDE BOOK OF DAIRY QUEEN WOODEN TOKENS

A Book Review by Jerry Remick

The first edition of *'A Picture Guide Book Of The Dairy Queen Wooden Tokens'* by Robert M. Brown Jr. was released in July 1999. It is available postpaid at \$22.00 U.S. for U.S. residents and \$34.00 for Canadian residents from Robert Brown P.O. Box 124, Highspire, PA 17034-0124.

The one hundred thirty-two page catalogue (8 1/2 x 11 inch pages) has seven pages of introduction, a red card cover and a black spiral binding.

In his 'Forward', Bob Brown states: "The purpose of this book is simply to inform collectors of what tokens exist. It is not intended as a price guide or a rarity guide. It is not being presented as a complete listing of these tokens as I am sure there are many tokens out there that I know nothing about."

The wooden tokens are illustrated under the municipality in which the Dairy Queen, that issued them, is situated. Municipalities are listed alphabetically under the state in which they are located.

Nine tokens issued in Canada, four issued in foreign countries and three pages of 'Mavericks' are also listed.

Twenty tokens are illustrated, in their actual size, on each page.

There are two standard reverse types, each with three varieties. These are numbered in the 'Introduction' #1 to #6. Numbers 1 through to 3, all have "LET'S ALL GO TO THE" printed at the top with "DAIRY QUEEN" below. Numbers 4 through to 6 all have "WE TREAT YOU RIGHT" printed at the top with "DAIRY QUEEN" below.

If one of these six standard reverses is on the wooden token, the photo of the obverse side is shown with the number (1 through 6) of the reverse side printed below the obverse photo. Any reverse design that differs from the six standard reverse designs mentioned above, is illustrated next to the obverse of that token.

Most wooden tokens are printed in red and in this case, no colour is indicated beside the photo of the token. All other colours are indicated below the photo of the token.

If the municipality of the Dairy Queen issuing a token is not shown on the token, it is printed below that token. No other details are given for the tokens.

Municipalities in Illinois issued the largest number of Dairy Queen tokens, with one hundred and eighteen catalogued. Only one municipality in Nevada and one in Utah issued a Dairy Queen token. There are two states where no Dairy Queen tokens were issued.

The first Dairy Queen store is situated in Joliet, Illinois. Today there are more than 5,200 independently owned and operated Dairy Queen stores worldwide.

Dairy Queen wooden nickels were first offered in the early 1970's. The first woods bore the slogan "Let's All Go To The". In 1980, this motto was changed to "We Treat You Right". These tokens are still in use today in some stores however many have gone to coupons or aluminum or plastic tokens.

"DON'T TAKE ANY WOODEN NICKELS"

(The True Story)

By David Neisen

Did you know that only 1 in 20 Americans has ever heard of, or has seen a wooden nickel? Did you know that there are seven commercial wooden nickel producers in the United States; and on the average - they produce between 35 - 38 million wooden nickels each year, combined? Did you know that there are only 3 mills that "turn" those wooden nickels, and all three are located in the northeast?

Did you know that **Communicate It Ink, Company** (the largest supplier of wooden nickels and wooden dollars to collectors)... did NOT suffer from a press fire, or natural flood, nor closed down to operate a retirement community?

In 1996, after turning around Mr. Berkie's ailing ELBEE Co. (known today as Old Time Wooden Nickels or Original Wooden Nickel Co.), I started the seventh commercial wooden nickel printing company in the United States, called **PAJALAD Mountain Enterprises, L.L.C** (or **PME**). **PME** is a wholesale supplier to advertising agencies around the world, and does not directly market or sell retail. Also at that time, I created a retail Advertising Specialty company called **Communicate It Ink, Co.** (or **CII**) to specifically promote and sell wooden nickels and wooden dollars to collectors and other groups such as; Boy Scouts, VFW organizations, and the like.

The objective of **CII** was to offer these value-based customers/collectors - wooden nickels and wooden dollars at a below-market price; without offending the retailers who were customers of **PME** (see price chart below).

The goal of this objective was as much inspired by Mr. Berkie's enthusiasm and continuation of his support of the collector hobby - as it was to learn as much about the history and interest in wooden nickels. In so doing, I have joined most Wooden Money or Token groups in Canada and the United States I can find; and I have come to know many collectors, who I feel I can call my friend.

At **PME**; we created a new, patentable and proprietary printing process; that allowed us to economically produce a better product, offer unique customization, and provide new printing enhancements - which were previously unavailable. In 1998, **PME** was awarded the Promotional Products Industry award as the "Technovator of the Year;" by the Advertising Specialty Institute. By the end of 1998, **PME** was just shy of becoming the world's largest wooden nickel company (based on wooden nickel volume of sales).

COMMERCIAL WOODEN NICKEL PRINTERS

1999 RETAIL PRICES

Company	Phone NO. #	Price at 1,000	Minimum Additional Charges	Per Token Price
AKRON RULE	716-542-5483	\$120.00	\$16 (setup) \$40 (logos) \$10 (curved text)	18.6 ¢
BAYOU PRODUCTS	504-447-8472	\$86.00	\$20 (custom die) \$20 (curved text) \$15 (color)	14.1 ¢
OLD TIME (ELBEE)	210-829-1291	\$95.00	\$12.00 (logo or artwork)	10.7 ¢
FALCON RULE	207-784-4041	\$150.00	\$70 (custom dies) \$35 (curved text)	25.5 ¢
GOLD BOND	423-842-5844	\$109.00	\$10 (setup) \$20 (logos) \$12.50 (curved text)	15.2 ¢
WENDELLS	612-576-8211	\$150.00	\$27 (typesets) \$30 (custom dies)	20.7 ¢
* CII (IDEAS UNLIMITED)	800-771-0582	\$80.00	0 (setups) 0 (logos) 0 (color) 0 (curved text)	8 ¢

(over)

In December of 1998, I suffered a heart attack and required some additional cardiac surgery. Because of that; I decided to relinquish some of the reins of the company while I recovered, and I planned to form a new partnership for that restructuring. Unfortunately, I did not take the proper business precautions; and by February of 1999, I found that **PME** had basically been hijacked and stolen from my control. Now operating under a new name (*and there wasn't anything COOL about it*), the perpetrators of this theft attempted to produce wooden nickels and wooden dollars to maintain the revenue stream that they had stolen. Unfortunately, their product, price, customer service, and turn-around time, has disappointed everyone.

Though there is an ongoing criminal investigation by local law enforcement, the Postal Inspector, and the FBI... as well as a lawsuit filed on behalf of **PME**; I have sadly learned that justice is something you buy in this country - *and wooden nickels don't count*. In June, **PME** filed for bankruptcy. This action was taken by **PME** attorney's to elevate the litigation into federal court; thus providing stiffer consequences and a longer arm of the law.

The purpose of this open letter to the members of this organization, and those of you who have been customers of Communicate It Ink, Company... is to clear up the rumors, innuendo, and false statements made by those perpetrators, or others. Furthermore, I would like to apologize to those customers who have not received the type of service, product, or timeliness that you had come to know with **CII**, during these past 6 months.

As I re-establish a new business over the next few months to offer you the quality tokens and service that you received from **ME** in the past; I plan to write and submit additional information about the commercial wooden nickel business. These articles will inform you and provide you with a view of your hobby from the commercial aspect; that seems surprisingly missing from your organizations' newsletters. I hope this information will demonstrate ways to increase the hobby, benefit collectors, and show that there is a thriving interest in wooden nickels and wooden dollars... outside of the group's which represent the 140,000 wooden money/token collectors in Canada and the United States.

I appreciate the support from those of you that have been intimately aware of what has been going on since this calamity first started. And, I hope those of you who have been misinformed will understand... that with criminal investigations and civil litigation, it was best for me to keep silent until certain legal milestones were achieved.

The new enterprise that will provide you with the quality imprints, customer service, turn-around-times, and low prices you know *me* for... is called **IDEAS UNLIMITED, Co.** I hope you will give us the opportunity to make the best wooden nickels that you, your event, or your organization has had.

Thank you for your support and patronage.

David Neisen

Formerly (Communicate It Ink, Co.)

IDEAS UNLIMITED

PMB 505, 24165 IH-10 West, Suite #217, San Antonio, Texas 78257 ☎ 800-771-0582 (P) 800-771-0583 (F)

